

SCHEDULE OF EVENTS

TUESDAY, APRIL 1st

4:00 PM - 7:00 PM Registration (**LEVEL 2**)
6:00 PM - 9:00 PM NFBA Certification Testing (**ROOM 300D**)

WEDNESDAY, APRIL 2nd

6:30 AM - 5:00 PM Registration (**LEVEL 2**)
6:30 AM - 8:30 AM Breakfast (**HENLEY CONCOURSE**)
7:30 AM - 8:30 AM Educational Breakout Sessions

BUSINESS MANAGEMENT (BALLROOM A)

Improving Cash Flow & Inequitable Payment Practices

Stephane McShane – Maxim Consulting Group

Stephane works with construction related firms of all sizes to evaluate business practices and assist with management challenges. In this session project managers will gain an understanding of how to:

- Increase profits with better billings and collections practices
- Apply tools and techniques that optimize cash flow
- Maximize cash flow with process standardization
- Create transparency and accountability with measurement
- Quantify the impact of slow payment
- Specific, tangible things specialty contractors can do to improve payment cycles
- Jurisprudence surrounding contract language and enforceability
- Negotiating points with general contractors and owners

SALES AND MARKETING (BALLROOM B)

The Lost Art of Connecting: How to Build Relationships You Simply Can't Afford to Lose

Tim Wackel – The Wackel Group

Please join Tim as he discusses how building powerful relationships doesn't require magic, chemistry or luck... it requires knowledge, commitment and a process. His program teaches business professionals proven ideas for developing trust and creating loyalty that lasts a lifetime! During this workshop participants will learn how to evaluate the "true quality" of their existing relationships, improve existing relationships using a simple 3 step process, develop thoughtful, unexpected and inexpensive rituals that create lasting loyalty, focus on being interested (versus always trying to be interesting!), and become effective at working with people who are sometimes difficult to like.

SAFETY AND TECHNICAL KNOWLEDGE (BALLROOM C)

Frost Protecting Post-Frame Buildings

Caynen Klessing, PE – Lead Engineer at Walters Buildings

Post frame buildings utilize several foundation types that must be designed to resist frost action and heave. The majority of the presentation will focus on using frost protected shallow foundations and designing according to ASCE 32. Caynen will determine required insulation details for both heated and unheated buildings and he will explore common detailing and code related questions that apply to frost protection of post frame buildings.

8:30 AM - 8:40 AM BREAK
8:40 AM - 9:40 AM Educational Breakout Sessions

BUSINESS MANAGEMENT (BALLROOM A)

The Life Cycle of Estimating: Bidding with More Data and Less Gut

Stephane McShane – Maxim Consulting Group

With the technology available to the industry, it is entirely possible to price work utilizing data in lieu of estimating software with the "hope" that it contains the right information to help land the job AND not lose profit. During this session, Stephane will discuss the life cycle of estimating and the critical path of information that must be shared through the "get work, do work, and keep score" functions to allow for this critical information to be gathered, extracted, and utilized.

SALES AND MARKETING (BALLROOM B)

Stand Out Online and Increase Sales

Rachel Mawhirter - Marketing Maven Consulting

Rachel Mawhirter is an energetic and creative marketing and communications professional from Great Bend, Kansas who owns and operates an award-winning brand management and design firm. In addition to serving as an outsourced marketing department for progressive companies in a variety of industries across the U.S., the Marketing Maven team also tackles one-time projects for website design, video production, photography, graphic design, consulting, and training. Learn how to brand your company so it stands out from the rest!

SAFETY AND TECHNICAL KNOWLEDGE (BALLROOM C)

Improving Safety at YOUR Company

Doug Jenks - Auman, Mahan & Furry; Perry Lynch – Walters Buildings; Todd Meinhold – Ridgeline Safety System; Dave Underwood – FBI Buildings

A panel consisting of NFBA safety committee members, moderated by NFBA legal counsel, will share their experiences with safety in the post frame industry. Hear from the panelists about tools and best practices they use at their company, and how it can be applied to yours. A Q&A session will take place at the end of the session, where safety committee members can answer issues that are relevant to you.

9:40 AM - 9:50 AM

BREAK

9:50 AM - 10:50 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT (BALLROOM A)

2025-2026: Anticipating Business Cycle Changes

Michael Fuez - ITR Economics

Michael will provide crucial insights into understanding the dynamics unfolding in the US economy including interest rates, inflation, and more. This session will help business leaders navigate through 2025 and 2026 strategically, maximize on the growth opportunities, and prepare for the later part of the decade.

- Stay ahead of the curve: Anticipating changes in market conditions before they happen and understanding the signs allows you to be successful in every phase of the business cycle.
- Plan with confidence: Equip yourself with key management objectives and when to implement them so you can maximize the opportunities in 2025, 2026, and beyond.
- Outperform the competition: data driven planning and decisions allows you to act first and gain a competitive edge.

SALES AND MARKETING (BALLROOM B)

The Professional Client Approach: Rules for Customer Engagement

Marvin Montgomery - Marvin Montgomery & Associates

For more than 30 years, Marvin Montgomery has earned widespread national recognition and praise for his informative, practical and stimulating programs that reflect his basic philosophy: "Preparation and practice are the keys to sales success."

In this session members will learn:

- The Rules of Client Engagement that will reduce customer anxiety and immediately build know, like and trust.
- The five Benefits that are gained by using this approach to reinforce the value of not information dumping.
- The importance of actively listening and asking questions so you become a solution provider.

SAFETY AND TECHNICAL KNOWLEDGE (BALLROOM C)

The AI-Powered Builder: How Smart Tech is Reshaping Construction and Business

Kevin Fox - Foxwerx Group

Missed calls. Lost leads. Too much time spent chasing customers. Sound familiar? In this eye-opening session, Kevin Fox will show how AI can automate scheduling, follow-ups, and customer interactions, so your business keeps growing—even when you're on-site.

Discover how AI-powered tools like virtual receptionists, automated lead follow-ups, and AI-driven estimating can save time, boost revenue, and keep you ahead of the competition—without requiring tech expertise.

If you're a contractor, builder, or business owner looking to work smarter, not harder, this session is for you. Learn how AI can take the busy work off your plate—so you can focus on building. Don't get left behind - see how AI can transform your business today!

10:50 AM - 11:15 AM

BREAK

11:15 AM - 12:45 PM

KEYNOTE SPEAKER AND MEMBERSHIP MEETING

KEYNOTE PRESENTATION (BALLROOM EFG)

Olympic Gold Medalist, Rulon Gardner

Turning Negative Moments into Character Building Experiences

While growing up on a dairy farm in Afton, Wyoming, Gardner became accustomed to defying the odds. When he was just in kindergarten, he was identified by his teachers as a special-needs student -- a characterization that plagued him throughout much of his school years in the form of poor grades and bullying. But with strong family support and the resolve of an Olympic champion, those early struggles would prove to only fuel his motivation to succeed and capture not only a gold medal, but also a Bachelor's degree from the University of Nebraska.

1:00 PM - 5:00 PM EXPO OPEN (HALL AB)

EXPO FLOOR ACTIVITIES (HALL AB)

1:30 PM - 3:00 PM

Window & Door Installation: Tips and Tricks

with Kyle Stumpfenhorst, RR Buildings featuring Plyco building products

When installing windows and doors, the first basic rule is to 'think like a drop of water'. Water leaks from around windows and doors are the visible result of a poor installation and air leaks not only cause a building to be inefficient and waste energy, but it's also leaves them susceptible to damage caused by condensation. This can lead to insect infiltration and/or mold problems. Join Kyle to learn the proper way to install some of Plyco's most popular windows and doors and learn best practices that can be applied in a multitude of install situations with a variety of brands and products.

3:30 PM - 4:00 PM

Rapid Framing System

with Todd Meinhold and Dwayne Borkholder

Join us for a quick demonstration of the Rapid Framing System which will give attendees a visual of what is now possible on the jobsite. "Rapid Framing System – A New Kind of Speed"!

4:15 PM - 4:45 PM

The Evolution of an Industry

with Rudolf (Rudy) Heusuk

It has been said that the name pole barn is a negative word that connotes primitive crudeness. One of the early missions of the NFBA was to take that sting out the term pole building by opting to call them frame buildings. Hence the name "Frame Builders". Rudy Heusuk documented the post-frame evolutionary process from its infancy when the main poles were indeed round telephone poles, to today's state of the art manufacturing processes. He will share his story.

4:00 PM - 5:00 PM

Prize Drawing (HALL AB)

5:00 PM – 7:00 PM

Women in Post Frame Meet N' Greet: New This Year! (DOWNTOWN GRILL & BREWERY)

Please join us Wednesday after the Expo for an opportunity to make new acquaintances and share challenges and solutions from your day-to-day experiences. There will be fun activities, prizes, and an engaging presentation from conference speaker, Rachel Mawhirter of Marketing Maven Consulting!

8:00 PM - 12:00 AM

Plyco Reception (MARRIOTT HOTEL – FULTON ROOM)

Enjoy entertainment, food, and beverages, compliments of Plyco Corporation, a leading supplier of products to the post-frame, metal-clad building and commercial construction industries.

THURSDAY, APRIL 3rd

7:00 AM - 5:00 PM

Registration (LEVEL 2)

7:00 AM - 8:30 AM

Breakfast (HENLEY CONCOURSE)

8:00 AM – 9:00 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT (BALLROOM A)

The Power of Attitude

Marvin Montgomery - Marvin Montgomery & Associates

There are so many times in life that we sit back and wait for good things to come our way. It's inevitable that storms will come into our lives and there is nothing you can do to prevent the majority of them. They could be Health, Finances or Business related. During this motivating presentation you will learn seven ways to maintain and sustain a Positive Attitude even when things are not going your way. Chuck Swindoll believes "Life is 10% what happens to a person and 90% how we react to it" and so do I. That's The Power of Attitude.

SALES AND MARKETING (BALLROOM B)

Selling More in Today's Busy World: A Four Step Playbook for Creating Greater Sales Success

Tim Wackel - The Wackel Group

Is it necessary to have a detailed strategy for making initial contact with a prospect? Tim believes the answer is no, it is not. Over the years he has discovered that anyone can make calls, and it takes almost no skill to convert a huge number of contacts into a sparse number of opportunities. If you want to significantly increase your business sales, you need to have a better plan. During this session Tim will reveal his four "secrets" that will help you win new business in today's busy world.

SAFETY AND TECHNICAL KNOWLEDGE (BALLROOM C)

Post Frame Barndominiums – Building Code and Structural Design

Tim Royer - Timber Tech Engineering, Inc

A barndominium, by definition, combines a living space with a large utility space. This combination can create unique building code challenges. Also, the larger size of a barndominium may require special structural engineering design. This presentation will take a close look at building code requirements and the unique structural design of post frame barndominiums including several example designs.

9:00 AM - 9:10 AM

BREAK

9:10 AM - 10:10 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT (BALLROOM A)

Success Training

Eric Miner - Blunier Buildings

The objective of this course is to help leaders and aspiring leaders to embrace an employee-first culture. Eric will cover how to use success training to drive individual success in your team members creating an environment where every team member strives to their best every day. Individual success drives team success which drives success.

SALES AND MARKETING (BALLROOM B)

Going Barndo 3.0!

Stacey Lynn & Oliver Bell - The Barndominium Company

It's more than a fad. It's a movement. The residential Barndominium market continues to expand beyond anyone's expectations. Barndominium customers have wants, desires, and questions. Conventional builders often attempt to steer customers away from Barndos (because they don't know how to build them), but customers want what they want! Post frame builders are well positioned to provide excellent service. Are you ready to have a common sense, creative conversation to help customers build their dream Barndo? If so, join us for this session and talk Barndo advantages and challenges. Learn how to talk about design and décor advantages. Learn the value of clear span design in Barndominium homes and the aesthetically appealing design advantages provided. Participate in an interactive session that will let you see and experience our new design tech and participate in a lively Q&A session that will help you help customers better understand not just that they want a Barndo because it's cool... they really want the better design and décor idea that Barndominiums provide.

SAFETY AND TECHNICAL KNOWLEDGE (BALLROOM C)

OSHA and Safety: Safety Matters – What you Don't Know Can Hurt You and Your Business

Doug Jenks – Auman, Mahan, & Furry

Attorney Doug Jenks will discuss the current state of OSHA, given the changing priorities in the Federal government, while giving some useful and practical advice to remain compliant with OSHA standards. Specifically, Doug will discuss the top 10 most cited OSHA standards, as well as some new requirements that have recently been adopted. Doug will also discuss the changing legal landscape regarding independent contractors and describe how this can impact your business.

10:10 AM - 10:20 AM

BREAK

10:20 AM - 11:20 AM

Educational Breakout Sessions

BUSINESS MANAGEMENT (BALLROOM A)

Building Success: Transforming Workplace Culture in Construction

Lisa Ryan - Grategy

With a passion for workplace culture, employee engagement, and gratitude as a business strategy, Lisa helps organizations retain top talent and boost productivity. Members of the frame-building sector grapple with unique hurdles, including communication breakdowns and a high rate of employee turnover, which can stifle business expansion. This program delivers essential insights into bolstering team communication, enhancing collaboration, and ensuring the acknowledgment and appreciation of every team member's efforts. It equips participants with strategies to minimize turnover by cultivating an engaging and supportive work atmosphere, pivotal for attracting and retaining the industry's finest talents. These competencies are vital for upholding quality and staying competitive in the marketplace. By reshaping their workplace culture, members can look forward to boosted employee morale, heightened productivity, and a fortified bottom line. This initiative goes beyond addressing immediate challenges; it arms your members with enduring strategies for triumph.

SALES AND MARKETING (BALLROOM B)

Barndo Design Tech and Building Strategy

Stacey Lynn & Oliver Bell - The Barndominium Company

As a builder, why should you seek a design partner in the Barndominium (or any other building) space? As a builder what does your customer expect you to deliver in their Barndo design project? As a builder what are some of the better products you can offer your customers to help them realize their dream home? While some builders (and designers) may still believe you can design your customer's dream home on the back of a napkin... YOU CAN'T. That is a recipe for disaster. We hear many stories about Barndo enthusiasts who feel like they were misled or even cheated by a designer who did not use appropriate design approaches for their project. We hear about Barndo lovers who selected a builder or contractor that did not build their residential Barndo to local loads and codes and/or who faced financial challenges and left the customer holding the bag. We know that is not you! The purpose of this presentation is to discuss how to use technology, partnerships, collaboration, and budgeting to

provide your customers with a reasonable solution and approach to a successful and satisfaction-filled build.

SAFETY AND TECHNICAL KNOWLEDGE (BALLROOM C)

Technology You Can Apply in Your Business: A Panel Discussion

Joe Shimp – Conestoga Buildings; Scott Olson – Tailored Building Systems; Kevin Fox - Foxwerx Group; Jason Heath and Doug Jenks – Auman, Mahan & Furry

The impact of technology use in daily life is undeniable, and this extends to the business world as well. When used correctly, technology can greatly enhance an organization's success and competitiveness. By incorporating technology as a part of your strategic plan, you can leverage its capabilities to improve efficiency and productivity in various aspects of your business. Learn about what technology is available to you and how you can start to use it to your benefit.

11:20 AM - 11:45 AM **BREAK**
11:45 AM - 1:15 PM **Awards Luncheon (ticketed event) (BALLROOM EFG)**
12:00 PM - 4:30 PM **EXPO OPEN (HALL AB)**

EXPO FLOOR ACTIVITIES (HALL AB)

2:00 PM – 3:00 PM

3-Hour Firewall Presentation

Tim Royer P.E. – Timber Tech Engineering, Inc.

As NFBA members' commercial business grew, so did the demand for expansion of post-frame fire-rated wall systems. Larger commercial buildings with larger areas and multiple occupancies required fire walls, fire barriers and fire partitions (which require fire ratings from both sides). Other recent code changes (2009 IBC, Table 602, and 2009 IBC 705.5) requiring an exterior fire-rated wall from both sides at separation distances of 10 feet or less (versus the former 5 feet) also added to the need for economical post-frame fire-resistant walls. With these circumstances, NFBA took on the challenge of pursuing efforts to obtain certification of a tested 3-hour load-bearing post-frame wall with fire protection from both sides that could be used for fire walls, fire barriers or fire partitions. After a successful 3-hour rating was obtained, the outlook for additional certifications was promising. Tim will have a mock-up of a 3-hour firewall on-hand for demonstration to attendees.

3:15 PM – 4:15 PM

Fall Protection Drop Safety Demonstration

Michael Marsee – 3M Personal Safety Division

Attendees will learn the basics of Fall Protection including Harnesses and how to wear them properly **and** Anchorage and how to tie off properly. Michael will do drop demonstrations focusing on the impact the body experiences during a fall, Self-Retracting Lifelines, Horizontal Lifelines, Descent and Rescue.

4:00 PM - 5:00 PM **Prize Drawing (HALL AB)**

5:00 PM - 7:00 PM

Christians in Construction Reception (ROOM 301)

This event will feature family-friendly musical entertainment by Will Kruger and an indoor Petting Zoo for the kids. There will also be plenty of food and beverages and games for everyone!

7:00 PM - 10:00 PM

Expo Social and Foundation Auction (BALLROOM EFG)

Looking to maximize your Conference experience? Make sure you are one of hundreds of attendees at this Annual Conference celebration! The Reception and Auction is a highlight of the conference, and this event IS FREE TO ALL REGISTERED ATTENDEES AND EXHIBITORS. Enjoy County Fair style food, drinks, and games as well as a cornhole tournament. Attendees will also be able to participate in the silent auction where all of the proceeds will benefit the research and education efforts of the NFBA Foundation.

FRIDAY, APRIL 4th

8:00 AM - 10:30 AM **Registration (LEVEL 2)**
8:30 AM – 10:00 AM **Continental Breakfast (HALL AB)**
8:30 PM - 12:30 PM **EXPO OPEN (HALL AB)**

EXPO FLOOR ACTIVITIES (HALL AB)

11:00 AM - 11:45 AM **Nail-Pounding Competition**
12:00 PM **Grand Prize Drawing**